

Women's Church, Civic And Social Activities

MISS MAMIE SOCKWELL, Editor—Phone 215

Mrs. Minnie Hunt Is U. D. C. Hostess

The monthly meeting of the Wilkes Valley Guards chapter of the U. D. C. was held Monday afternoon with Mrs. Minnie Hunt at her home on Treaden Street. A large number of the members present. In the absence of the president, Mrs. Joe E. Johnson, the meeting was presided over by Mrs. C. D. Coffey, Sr., during which time several items of business came up for discussion.

The meeting was opened by singing Carolina and was followed by the salute to the flag. For the program Mrs. W. C. Orier told about some of the work done by U. D. C. women, also gave the organization and history of the Wilkes chapter and its outstanding work.

Sandwiches and cake with coffee were served during the social hour.

First Baptist W. M. U. Met Tuesday Afternoon

Mrs. J. F. Fletcher was hostess to the members of the First Baptist Missionary Society in their monthly meeting held at the home of Mrs. W. R. Absher Tuesday afternoon. Eighteen were present. The program was given by members of Mrs. J. N. Shockley's circle with Mrs. C. D. Coffey, Sr., leading the devotionals. "Think on These Things" was the theme for program and was presented by Mrs. C. E. Jenkins. Mrs. K. M. Allen, and Mrs. E. M. Blackburn. The opening and closing prayers were offered by Rev. and Mrs. J. F. Fletcher. Mrs. A. H. Casey was in charge of the business session.

Miss Chloe Michael Is Bride of David Parks

The marriage of Miss Chloe Michael, of Beems, and David Parks of Roaring River took place Saturday morning, March 31, at the Methodist parsonage in Jonesville. Rev. C. C. Graham officiated using the ring ceremony.

Mrs. Parks is the daughter of Mrs. David C. Michael of Beems. She is a graduate of Appalachian Teachers College and received her M. A. degree at Duke University. For the past several years she has been employed as English teacher in Roaring River High School. The bridegroom is the son of Mr. and Mrs. F. L. Parks of Roaring River. He is a Graduate of Presbyterian Junior College and is employed by the Duke Power company in Elkton.

Wesleyan Service Guild Holds Monthly Meeting

The Wesleyan Service Guild of the Wilkesboro Methodist church held its monthly meeting Tuesday evening at the home of Mrs. Kyle Hayes with Miss Annie Davis as co-hostess. Mrs. J. C. Stokes led the devotional period and Mrs. Hayes presided for the business part of the meeting. A social hour and refreshments were enjoyed at the close of the meeting.

Miss Erva Sue Yelton To Wed Harry Cook

Charlotte.—Mr. and Mrs. Gene Yelton, of Bostic, announce the engagement of their daughter, Miss Erva Sue, to Harry D. Cook, of Bakersville. The wedding will take place in the near future. Miss Yelton was formerly employed by Emily's Beauty Salon in North Wilkesboro.

Mullis-Williams Marriage Vows Are Announced

Miss Ruby Tablin Mullis became the bride of Mr. Taff Aris Williams in a ceremony performed at the home of Rev. Gray White, officiating minister, Saturday evening at 6 o'clock.

Mrs. Williams is the daughter of Richard S. Mullis, and the late Mary Knight Mullis, of Harmony. Her father has been employed by the Wilkes Hosiery Mill Company for a number of years. Mr. Williams is the son of Mrs. Salome Williams, and the late Dalton Williams, of New Hope. He is employed in Norfolk, Va.

Woman's Society Met With Mrs. J. B. Henderson

The monthly meeting of the Woman's Society of Christian Service of the Wilkesboro Methodist church was held at the home of the president, Mrs. J. B. Henderson, Tuesday afternoon. Mrs. N. O. Small gave a report of the annual conference which was held last month in High Point, and the program was given by Mrs. J. W. White, Mrs. C. H. Hulcher, and Mrs. J. L. Garwood. The devotional was led by Mrs. N. B. Smithy. The meeting was largely attended and was followed by a social hour and refreshments.

Black-Jones Engagement Is Announced

Raleigh.—Mr. and Mrs. Walton LeGrand Black, of Raleigh, announce the engagement of their daughter, Elizabeth Coffey, and Robert Boyd Jones, of North Wilkesboro. The wedding will take place in June. Mr. Jones is a son of Dr. and Mrs. W. F. Jones, of North Wilkesboro.

Fidelis Class Himshaw Church in Meeting

The Fidelis class of Himshaw Baptist church met Friday night, April 3, at the home of Mrs. Lester Gambill with Mrs. Maie McGinnis as co-hostess. After the business session, refreshments were served.

Miss Rebecca Lee To Be Married To J. S. Brock

Greensboro.—Mr. and Mrs. Oscar Henderson, Lee, of 282 Wendover Court, Summit Hills, announce the engagement of their eldest daughter, Miss Rebecca Sue Lee, of Washington, and Joseph Shafter Brock, of Washington, son of Mr. and Mrs. T. J. Brock, of Fore Knob, Wilkes county. The marriage will take place in Greensboro early this summer.

Miss Lee, a native of Greensboro, was with Jefferson Life Insurance company before going to Washington a year ago with the war department. She is a 1917 graduate of Greensboro high school and attended Woman's College.

The bridegroom, a North Carolinian, has been in Washington about 18 months with the navy department at the naval model base. He was graduated from Wake Forest College in 1922 and received a master's degree from the University of North Carolina in 1940.

Mrs. George Forester Hostess To Auxiliary

Mrs. George Forester was hostess to the members of the Episcopal Auxiliary at her home on E Street Tuesday afternoon. Mrs. Joe Barber, the president, was in charge of the usual business session and Mrs. Joe E. Johnson, chairman of education, gave the program. Refreshments were enjoyed during the social hour.

Williams-Smithey Vows Are Announced

Mr. and Mrs. Avery Williams, of West Jefferson, announce the marriage of their daughter, Miss Pauline Williams, to Mr. Henry Smithey, of Wilkesboro, at Garney, S. C., on April 3, 1942.

The groom is a son of Mr. and Mrs. W. E. Smithey, of Wilkesboro. They will make their home in Wilkesboro.

Social Calendar

The League Auxiliary meets Monday evening at 7:30 o'clock at the home of Mrs. A. H. Casey.

The Civic and Social club of North Wilkesboro meets Monday evening at 7:30 o'clock at the Woman's clubhouse. Guest speaker for the meeting will be Rev. E. C. Waggoner, pastor of the North Wilkesboro Methodist church. Honorary are Misses Lucille Young, Kathryn Troutman and Annie Gordon, members of the city school faculty.

The Fidelis Class of the First Baptist church will meet on Tuesday evening at 7:30 o'clock at the home of Mrs. Frank Tomlinson with Mrs. Mabel Lottor, Mrs. C. E. Jenkins, and Mrs. D. L. Crook as co-hostesses.

Dokies To Meet

North Wilkesboro Dokies Club will meet on Friday evening, seven o'clock, at Princess Cafe. An interesting program has been planned.

PASTURES

Farmers of Stanley county are devoting a great deal of attention to providing permanent pastures for their cows, reports V. K. Huneycutt, assistant farm agent.

Use the advertising columns of this paper as your shopping guide.

Washburn Weaving First Straw Hat

First straw hat observed in the area was at Washburn morning when it was woven. The weather was perfect for that time of spring and summer wearing apparel.

BUY DEFENSE BONDS

MOVED

To Second Floor Dr. W. A. Taylor's Building Ninth Street

Specializing in Services Typewriters, Office Machines, Bicycles, Photo-Equipment, Gun Locks and Keys.

M. H. Meade Co.

TRUWAY SERVICE

THRIFT POLICIES REAFFIRMED ON FORTIETH ANNIVERSARY OF DEPARTMENT STORE CHAIN

J. C. Penney Company, in Nation-Wide Celebration, Points Out Country's Need For Universal Economy



The Company has traveled a long road since Mr. Penney's first little store in Kemmerer, Wyoming (Right). Now it includes such stores as the company's largest in Seattle.



Mr. Penney behind the counter during the closing days of the company's fortieth year, a place he loves to occupy after 40 years of storekeeping!

"We feel that the Penney Company is well equipped to make a substantial contribution toward the Thrift and Savings of the nation—because the Penney Company knows from long experience what Thrift is all about. Thrift is nothing new in the Penney Company—it is our stock in trade. When the Penney business was founded, in 1902, hard work and Spartan living were the general rule. Our first little store in Kemmerer, Wyoming, was dedicated to Thrift, and all through the years, as our business has grown, Thrift has continued to be our guiding principle." This thrift theme appears in advertising and window displays in Penney stores all over the country, together with messages reminiscent of his early store days by Mr. Penney.

Back in 1902, when Mr. Penney founded his first store, he found that many people who could ill afford it made a practice of buying everything on credit, and "paying up on pay day." He came to the conclusion that he could

serve people more economically by selling only for cash, thus eliminating credit costs.

Mr. Penney found, too, that haggle over prices was a general practice, and making a purchase or sale became a battle of wits between customer and storekeeper. It was this that decided Mr. Penney to maintain a fixed price, and as soon as his customers found out that fixed price was the lowest price, they expressed their appreciation in an impressive loyalty to that first small store, and, through the years, to all other Penney stores as well.

Mr. Penney tells of his many planned economies in the conduct of his business—economies, many of them small, which added up to a successful and profitable business. One such economy was Mr. Penney's decision to offer no delivery service to his customers. In this connection he remarked, "My customers carried their packages from Penney's Golden Rule Store; and they did it gladly because they knew that my No Delivery policy helped them to buy for less."

"I resolved that nothing should ever be wasted in my store. Time and energy, string and paper, all were carefully conserved to avoid any expense that might boost prices."

The management of the Penney Company, which in forty years has grown from one store to 1609, still adheres to the policies laid down by Mr. Penney at the very outset. Quoting Mr. Earl Corder Sams, president of the Company, and lifelong associate of Mr. Penney: "The Penney Company still believes in, and practices, the thrifty methods of 1902. It stands ready to help America save at a time when savings are essential!"



Earl C. Sams, President of the company, has been associated with Mr. Penney since his early days.



A PERSONAL MESSAGE FROM THE FOUNDER OF THE J. C. PENNEY COMPANY:

A TREMENDOUS TASK LIES AHEAD OF US!

Today America is at war. Now, in wartime, because of the tremendous job ahead of us, we must learn again to work hard and to live simply—to put into the preserving of America what we once put into the building of it—to return to the old ways of Thrift and Savings that were the general rule at the beginning of this century.

We feel that the Penney Company is peculiarly well equipped to make a substantial contribution toward the Thrift and Savings of the nation—because the Penney Co. knows from long experience what thrift is all about.

Thrift is nothing new to the Penney Company—it is our stock in trade. When the Penney business was founded, in 1902, hard work, and spartan living were the general rule. Our first little store in Kemmerer, Wyoming was dedicated to Thrift, and all through the years, as our business has grown, Thrift has continued to be our guiding principle.

THRIFT AND SAVINGS ARE A BIG PART OF THE JOB

The Penney Co.'s practice of Thrift and Savings is evidenced in everything we do: We buy for cash and sell for cash; we make no deliveries; we eliminate all costly frills and extravagances; we operate on an extremely small margin of profit per transaction; we buy at the source in the most economical quantities; we save at every turn! All this means that now when Thrift and Savings mean more than ever, it will pay you, it will save precious dollars for you, always to shop first at Penney's.

WE REDEDICATE OURSELVES, TODAY, ON OUR 40th ANNIVERSARY, TO THE SERVICE OF AMERICA

We rededicate ourselves to Thrift and Savings. We rededicate our 1609 stores, which now stretch from coast to coast, to the great job of helping American families to continue to live well for less.

THE PENNEY WAY IS THE THRIFTY WAY—THE THRIFTY WAY IS THE AMERICAN WAY!



J. C. Penney